



Mini Diamonds (India) Ltd.

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To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400001
Company Code: 523373

Sub: Intimation of Investor Presentation

With regards to the captioned subject, we hereby enclose a copy of Investor Presentation on the business of the Company to provide general updates on our company's vision and mission.

The presentation aims to update our stakeholders, including shareholders, investors, analysts, and other interested parties, about key initiatives and strategic direction.

No Unpublished Price Sensitive Information pertaining to the Company has been shared in the presentation.

We request you to kindly take the above on record.

Thanking you.

Yours faithfully,

For Mini Diamonds (India) Limited

Upendra N. Shah
Managing Director
DIN: 00748451

Encl.: A/a



Mini Diamonds India Limited

Welcome to Mini Diamonds India Limited, the shining beacon within the realm of diamond commerce. With over three decades of brilliance, we've carved an exemplary niche in manufacturing, importing, exporting, and trading of natural and lab-grown diamonds and jewelry. This detailed presentation offers a glimpse into the sparkles of our business, spotlighting our office and factories, rich heritage, strategic vision, and our ceaseless journey towards innovation and global presence.

Safe Harbour

Some of the statements in this communication may be forward-looking statements within the meaning of applicable laws and regulations. Actual results might differ substantially from those expressed or implied.

The information contained herein has been prepared to assist prospective investors in making their own evaluation of the Company and does not purport to be all-inclusive or to contain all of the information a prospective or existing investor may desire. In all cases, interested parties should conduct their own research/investigation and analysis of the Company and the dataset set forth in this information.

While we have made every attempt to ensure that the information contained in this presentation has been obtained from reliable sources, the Company is not responsible for any errors or omissions, or for the results from the use of this information.

In no event will the Company, its Directors, legal representatives, agents, or employees thereof be liable to anyone for any decision made or action taken by relying on data/information in this Presentation. All financial and business indicators/KPIs/ratios are in line with statutory reporting and industry practices respectively unless otherwise specified.

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1. The Vision and Mission

Main Activities

Our craft spans across realms of natural to synthetic treasures, from importing raw diamonds to delivering polished legacies.

Values and Promise

Commitment to quality, ethical sourcing, and transparency is our unyielding promise to the world.

Global Expansion

Spreading our sparkle across the globe, Mini Diamonds aspires to become the lighthouse in the diamond manufacturing landscape.

2. Our Visionary Leaders


Mr. Upendra Shah- Chairman & Managing Director

With 50 years of experience in rough diamonds, cut and polished diamonds, and gold jewelry, he is well-connected in the diamond market. He has represented MMTC in Russia since 1994 to procure rough diamonds and has extensive knowledge of market trends, designs, products, and customers, which contribute to strong business relations.

Mr. Ronish Shah- Director

With 21 years of experience in the diamond and jewelry industry, he's a graduate from GIA (Gemological Institute of America), New York. He travels to Conakry, Antwerp, and Dubai for business expansion, emphasizing long-term relationships, innovation, customer satisfaction, and continuous improvement in design, process, and technology.

3. Legacy of Expertise and Quality

- 
- 1** — 1987: Inception
Our saga began with a vision to craft world-class diamonds, leveraging the finest technology and business acumen.
 - 2** — 1991: Public Listing
A publicly listed gem on the Bombay Stock Exchange, solidifying our corporate presence and investor trust.
 - 3** — 35 Years of Mastery
Decades of expertise shaped our ability to produce exquisite cuts and designs that captivate hearts worldwide.
 - 4** — Today: A Global Force



4. Our Foundations and Locations

Main Office

The nerve center situated at Bharat Diamond Bourse, reflects our industry stature and keeps us at the heartbeat of Mumbai's business hub.

Diamond Manufacturing

Our diamond crafting facility at Vardhaman Industrial Estate, Dahisar (East), showcases cutting-edge technology in diamond production.

Jewellery Manufacturing

The Unit at Nitin Industrial Estate, Dahisar (East), is where art meets precision, producing exquisite jewelry pieces that adorn countless.

5. The Industry- Global and Indian

Global Market

Market: Global Diamond Market

Size: USD 94.96 billion (2021)

Projected: USD 139.91 billion (2030)

Valuation: USD 340.6 billion (2022)

Projected CAGR: 4.6% (2023-2030)

Market: Global Jewelry Market

Size: USD 334.59 billion (2022)

Projected: USD 461.26 billion (2030)

Indian Market

Market: Indian diamond Market

Size: USD 43.71 billion (2023)

Valuation: Expected to grow at a CAGR of 17.35% from 2024 to 2030, reaching nearly USD 133.96 billion

Market: Indian Jewelry Market

Size: USD 81.26 billion (2024)

Projected: annual growth of 4.59% from 2024 to 2028

6. The Three Pillars of Growth:

6.1 Opportunities

1 Driving Factors

The beauty and fashion industry is igniting a worldwide fashion revolution.

Increasing disposable income and a desire to reflect status are fueling the demand for precious jewelry.

Millennials, the driving force behind the market, seek self-expression through unique designs and trendsetting styles.

2 Preference and Trends

Millennials prefer branded products and fashionable designs that align with their personal style.

Versatile jewelry pieces that seamlessly transition from formal to informal occasions are highly sought after.

Manufacturers are embracing colored diamonds, mismatched stones, and asymmetric earrings to cater to emerging preferences.

3 Global Sales and Market Influence

The increasing spending power of the female population is fueling the sales of diamond jewelry.

6.2 Principles

Ethical Sourcing

We pledge to obtain our rough diamonds with integrity, ensuring conflict-free and responsible sourcing practices.

1

Community Support

Upholding humanitarian values, we support the communities that contribute to our story of splendor.

3

2

Conservation Efforts

We engage in eco-friendly manufacturing processes, reducing the environmental impact of our operations.

6.3 Aspirations: Looking Ahead

Global Producer

To ascend as a global producer of premium diamonds and jewelry, adorned by latest technology and skilled craftsmanship.

Expanding Reach

We are relentless in our pursuit to widen our horizons through online channels and physical expansions worldwide.

7. The Roadmap to Growth

E-commerce

1. **Personalization and Convenience:** By offering personalized shopping experiences through an e-commerce platform, you can cater to individual preferences, making it easier for customers to find their perfect diamond or jewelry piece, thus driving sales.
2. **Global Reach:** An e-commerce website opens your business to a global audience, allowing you to sell your products beyond geographical limitations, significantly increasing your customer base.
3. **Digital Marketing Leverage:** Utilizing digital marketing strategies such as SEO, social media marketing, and email campaigns, you can effectively promote your polished diamonds and jewelry online, attracting more visitors to your e-commerce site and converting them into customers.

Physical Stores

1. **Tangible Experience:** Physical stores provide customers the opportunity to see, touch, and feel the diamonds and jewelry, creating a trust-based relationship and enhancing the purchasing decision process.
2. **Brand Image:** Well-designed physical stores in prime locations can significantly enhance your brand image, attracting high-end clientele and fostering loyalty through a memorable shopping experience.
3. **Personalized Service:** Offering personalized services and consultations in your stores can lead to higher customer satisfaction and repeat business, as shoppers value expert advice and customization options when purchasing luxury items like diamonds.

8. Lab Grown Diamonds: The story unfolding

From growing Lab grown Diamonds to making jewelry with it, we find immense potential as follows:

- **Innovative Design and Manufacturing:** Leveraging our expertise, we'll adapt to include lab-grown diamonds, creating a range that highlights their unique value and appeals across customer preferences.
- **Marketing and Brand Differentiation:** We aim to distinguish our offerings by emphasizing sustainability, ethical sourcing, and affordability, targeting consumers valuing these aspects.
- **Sales Channels Expansion:** Utilizing existing channels and exploring new ones, like online and eco-focused retailers, to broaden our reach.
- **Consumer Education:** Through targeted campaigns and content, we'll educate consumers on the benefits and quality of lab-grown diamonds to build brand loyalty and informed choices.

The projected growth shall mainly be attributed to following:

1 Unlocking Profit Potential:

With the fresh capital infusion, we are poised to expand our working capital capacity, giving us a competitive edge in pricing. By making faster payments, holding inventory, and offering favorable credit terms to our customers, we can drive margin expansion and achieve robust topline growth.

2 Thriving in the Digital Age:

By embracing the world of E-commerce, we are venturing into a new frontier. This strategic move allows us to build a dedicated community of direct-to-consumer customers. Not only will they bring unwavering loyalty, but also contribute to enhanced profit margins, driving sustainable growth.

3 Unleashing Global Opportunities:

By participating in global gems and jewelry fairs and exhibitions, we would showcase our collection of beautiful designs. This strategic approach shall help us to expand our export coverage and reach new heights.

The End.